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## **Scottsdale & Butherus Roads (NEC) Major General Plan Amendment Analysis & Justification**

### **I. Introduction**

This request is to amend the City of Scottsdale's (the "City") General Plan Land Use Map from Employment to Mixed Use Neighborhoods on 28.61 gross acres located at the northeast corner of Butherus and Scottsdale Roads (the "Property"). Accompanying this request will be an application to rezone the Property from Industrial Park District (I-1) to Planned Regional Center (PRC). This general plan amendment and corresponding rezoning request will facilitate the development of approximately 958,000 square feet of mixed use office, retail, residential and hotel space in a formally unrecognized but strategically significant commercial, retail suburban core.

This is considered a major general plan amendment not because of a significant variance in the permitted land uses but because of the size of the property. The Property is located in Planning Zone B, which includes the Scottsdale Airpark, one of the three fastest growing employment centers in the metropolitan area. A change in the land use designation of 10 or more acres in Planning Zone B requires a major amendment; both the Mixed-Use and Employment land use categories are found in Group E of the general plan's land use category matrix.

The Property shares a border with the Kierland Commons, a mixed use development in the City of Phoenix, which is considered the most successful retail center in Arizona averaging over \$600 a square foot in sales. With the Kierland Commons development and approximately 5 sections of land (3,200 acres) planned for mixed use development in the City of Phoenix, this request seeks to capture the benefits derived from the Scottsdale Airpark for the City of Scottsdale while being compatible with the land uses on both sides of Scottsdale Road and within the airpark.

## II. Guiding Principles

The General Plan, a guiding tool for development of the City, establishes the basis and process for planning in Scottsdale today. The CityShape 2020 comprehensive review of the General Plan established six guiding principles to be utilized when determining if a proposed land use is appropriate. These guiding principles include: Preserve meaningful open space, Enhance neighborhoods, Seek sustainability, Support economic vitality, Advance transportation and Value Scottsdale's unique character and lifestyle.

This section contains a discussion of each of the General Plan's guiding principles, the goals and approaches associated with each principle and a response demonstrating how the proposed amendment is in harmony with the elements of each guiding principle.

### A. Value Scottsdale Unique Character & Lifestyle

The City Shape 2020 process determined that two factors make Scottsdale a good place to live and work, "character" and "quality". The guiding principle of character and lifestyle relies on design standards, community preservation, development review, historic and archeological preservation and arts, culture and quality – continuing to make Scottsdale an exceptional place to live, work and visit.

#### i. Character and Lifestyle

Seven goals and approaches are enumerated in the character and lifestyle section of this guiding principle. Each one listed below provides a discussion about how this project meets the criteria established by the general plan to justify an amendment.

*1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.*

Response: A Strategic Planning Team from the City's planning and Development Services Department issued a white paper on the Scottsdale airport in December 2004. The recommendations formulated by the City's professional

planning staff recognized that a major community goal is to revisit the predominate zoning within the airpark (predominantly C-4 and I-1) in an attempt to improve competitiveness with Kierland, Desert Ridge and Paradise Ridge (all projects within the City of Phoenix). These projects represent the nearly 3,500 acres of mixed-use development contemplated on the west side of Scottsdale road.

Also identified as a deficiency in the existing character of the area is physically and functionally obsolete buildings on the east side of the City's namesake road. Finally, traffic mitigation and airport compatibility are identified as goals in redeveloping properties within the airpark area.

Spearheading a renaissance of the airpark area is this request. The property is currently improved with a 200,000 SF structure and surface parking lot. The site was originally constructed for the Dial Corporation Research Facility which in turn sold the property some years ago. All lease options have expired without an opportunity for renewal.

The mixed-use development plan contemplated in this request accomplishes three goals: 1) Revitalizes the site with a mix of uses determined by the City to be critical in repositioning the airpark area to compete with the City of Phoenix, 2) Eliminates the potential for the Dial research facility to go "dark", fall into disrepair, dilapidation and blight, and, 3) Introduces vibrant, exciting architecture and site planning to the area.

The airpark is predominantly an employment core. Accordingly, the proposed development will support rather than replace the employment core characteristics.

*2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community. (The City Charter excludes review of detached single family residential)*

Response: The Development Review Board will help determine the appropriateness of the architecture and site plan through the review process.

*3. Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.*

Response: The airport area is not archeologically significant but does have a unique history as a aviation training site during the Second World War. The historical significance of this is better reflected in the uses located near the airfield itself. The close proximity of Kierland Commons and recently constructed building with modern architecture limit the ability to adequately reflect the airports historical significance.

*4. Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.*

Response: The "Employment Core" does not have specific streetscape guidelines. However, local and collector streets within the project will reflect a unified design utilizing consistent fixtures, materials and design elements. The abutting arterial streets will enjoy enhanced landscaping and points of interest intended promote the visual character synonymous with Scottsdale.

*5. Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.*

Response: Public art will be included in the development of this project with the assistance of the Scottsdale Cultural Council.

*6. Recognize the value and visual significance that landscaping has upon the character of the community and*

*maintain standards that result in substantial, mature landscaping that reinforces the character of the city.*

Response: Landscaping not commonly associated with an “Employment Core” will be introduced into the area by this development. The project recognizes that strong landscape architecture is critical to the form and function of the development. The success of the live, work, play concept relies on the connectivity that is reinforced by strong landscape design.

*7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.*

Response: As a vibrant and active suburban core, lighting will reflect the activity associated with the activities of the area. Additional lighting elements will be required due to the proximity of the airfield but overall a mix of lighting elements and techniques will be utilized to distinguish the myriad facets of the project.

## **ii. Land Use**

The Land Use section of the Character and Lifestyle guiding principle addresses visual, aesthetic, social and economic goals intended to ensure long-term prosperity and enhance quality of life experiences. Nine guiding goals and approaches are examined to determine if a project, from a land use perspective, merits consideration.

*1. Recognize Scottsdale’s role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.*

Response: Scottsdale’s reputation as a retail hub and net importer of employment is documented in the general plan. The City of Phoenix has taken advantage of this fact as seen in the Kierland Commons development (it is often mistaken for being within the incorporated limits of the City of Scottsdale both due to its proximity to Scottsdale and its “Scottsdale”

mailing address). The development plan proposed in conjunction with the amendment focuses the economic, cultural and tourist impacts back on Scottsdale.

The airpark area provides a unique opportunity to introduce the land uses proposed herein both to compete with Phoenix and to broaden the citywide benefits of the airpark.

*2. Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.*

Response: Where applicable, development of the site will be coordinated with the adjoining municipality. Utilities like water and sewer are not shared in this location. The development plan continues the neighborhood street and walkways into Scottsdale from Kierland Commons tying the projects, aesthetically, together.

*3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.*

Response: Given the relatively small size of the Property, and the redevelopment/infill nature of the proposed development, land uses do not transition but rather co-exist. By introducing private streets which in turn create blocks with each block divided into mixed-uses, the scale of the project is broken down creating the feel and utility of a neighborhood.

*4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.*

Response: The mixed uses of the project which incorporate high quality residential, retail and commercial components supports a high quality of life, a diverse mixture of housing and

leisure opportunities allowing economies of scale to support the larger airport employment core.

The project is intended to support the larger airport employment core.

*5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.*

Response: The physical integration of retail and residential uses promotes pedestrian mobility. Where feasible, pedestrian access/circulation elements are proposed to decrease automobile trips. At the contemplated densities and intensities, the development enhances the entire airport employment area's ability to utilize alternative modes of transportation. Additionally, other than on street parking, the vast majority of parking will be underground.

*6. Promote land use patterns that conserve resources such as land, clean air, water, and energy and serve all people within the community.*

Response: The intensity of the airport employment core dictates that correspondingly intense mixed-use developments be incorporated. This will allow the core to reach a critical mass enabling it to achieve maximum efficiency relative to resources and the costs of service.

*7. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.*

Response: The airport core is primarily an activity center. Sensitive integration in this instance mandates mixed-use and employment uses. Given the City's recognition that the introduction of land uses like retail commercial and residential is essential to the sustainability of the core, the physical environment should reflect design principles like interconnectivity, mobility choices and pedestrian scaled

building elevation and setbacks. Each of these elements is reflected in the proposed site and circulation plans.

8. *Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.*

Response: The mixed uses for the project in addition to the existing Kierland Commons and Zocallo projects create a true district and sense of community. Retail and restaurant uses are intended to include public gathering spaces for people drawn into the development from the larger airpark core.

These retail and restaurant components, courtyards and streetscapes provide public spaces for residents of the community and employees and visitors of airpark to gather.

9. *Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.*

Response: With the proposed uses of residential, commercial office, retail and hotel space, the development represents the proto-typical mixed-use development. The general plan recognizes that mixed-use development invigorates an area, which is precisely what is expected to occur in the airpark area.

The mix and scale of uses compliment each other and, within the airpark core, function without an adverse affect on residential areas. The general plan acknowledges that substantial restrictions may be placed on mixed-use developments where adjoining residential neighborhoods can be impacted. This project offers the full benefit of a mixed-use project without the potentially limiting and deleterious effects since no residential neighborhoods exist in the general vicinity.

## B. Support Economic Vitality

The general plan recognizes that a diverse and growing economic base is, in part, the product of land use planning. Seven goals and approaches outline how a proposed land use will advance economic vitality.



*1. Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.*

Response: With the potential of a 100 room luxury boutique hotel, and support retail, an appreciable component of the proposed project strengthens Scottsdale's position as a destination resort community. The hotel is intended to cater to high income individual's who utilize private aviation flying in and out of the Scottsdale Airport.

The retail, restaurant and entertainment uses anticipated within the development also caters to an exclusive clientele, creating an urban resort experience.

*2. Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.*

Response: As previously mentioned, the project should attract higher end retailers than those currently occupying the Kierland Commons development. The project will likely be distinguished from all others in the community.

*3. Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.*

Response: As a revitalization and infill project in the employment core, an expansive list of commercial enterprises already thrive in the area. The project will expand the commercial retail and services base, thereby increasing the City's revenues well beyond those generated by the current and passive land use (Dial Research Center).

*4. Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.*

Response: While traditional employment opportunities will be created by the commercial retail and office land uses, new live-work opportunities can be expected in the tradition of the “new-economy”. Non-polluting, telecommuting jobs are contemplated as a percentage of the employment base within the project. The live-work concept is reflected in portions of the residential elements of the projects along with more traditional office space.

*5. Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.*

Response: The proposed project is a self-contained neighborhood where non-residential land uses are physically integrated into residential ones. Access and visibility is not as high a propriety, because of this integration, as it would otherwise be in a traditional commercial retail setting, but is strengthened by inserting restaurant, retail and office uses along Scottsdale Road.

*6. Maintain and develop partnerships that will support and promote quality employment and business opportunities.*

Response: The quantity and quality of the non-residential uses proposed establishes a base of resources that lends itself to strategic partnerships and alliances. The proposed development reinforces the existing airport employment uses making both stronger. The residential land uses can be leveraged to support and sustain the employment uses of the greater airport area.

*7. Sustain the long-term economic well being of the city and its citizens through redevelopment and revitalization efforts.*

Response: The Dial Research Center has already acknowledged that they no longer intend to lease the space currently occupied. The Property will be redeveloped. Unlike many similar situations where a site falls into disrepair until it is

re-used or subsidized for re-use, the Property is already poised for re-development.

Mixed-use projects are regularly proposed in redevelopment situations. In this case mixed-use development is superior to the employment uses currently contemplated by the general plan. It is important to note that the proposed project will actually provide more employment than the current use and generate substantial revenue to the City for the benefit of its citizens.

Specifically, given the repositioning of the airpark core and the intense competition created by development on the west side of Scottsdale Road, a mixed use development of the caliber proposed will anchor and sustain the region by complementing the employment use that will continue to dominate the airpark.

#### C. Enhance Neighborhoods

Community involvement, housing and neighborhoods constitute this guiding principles contribution to the City's vision articulated in City Shape 2020. Proposed land use changes and ultimately development is intended to satisfy the goals and approaches to follow.

##### i. Community Involvement

*1. Seek early and ongoing involvement in project/policy-making discussions.*

Response: The public outreach process, airpark notification process, school district notification and community outreach is being coordinated to both receive feedback from interested parties and to ensure that the project is compatible and consistent with the development trends of the region. Additionally, this project is unique in that the developers and architects responsible for the Kierland Commons project may be affiliated with this one. A concerted effort is reflected in the current design, architecture, site planning and studies supporting the basis for this development.

*2. Proactively seek community-wide representations on issues through vigorous outreach programs that engage citizens who are not typically involved.*

Response: A host of communication mediums are being utilized to educate interested parties about the project.

*3. Publish and process city issues in a manner that is relevant to citizens' daily lives and personal and professional interests.*

Response: As a major amendment to the general plan, this application will be discussed in a multitude of public forums including a remote hearing near the site and multiple public hearings at City hall.

*4. Accept and respond to new ways of communicating and new technologies.*

Response: The City has effectively established a citizen participation program that is outlined in this request to assure that the proposed land use change is deemed appropriate by stakeholders and interested parties.

*5. Make available facts and information about community issues to increase understanding and insight into the complexity of challenges that affect the community.*

Response: A separate community outreach firm has been retained to continue providing information and maintain lines of communication ensuring that citizen comments and concerns are addressed.

## ii. Housing

*1. Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe and attractive place to call home today and into the future.*

Response: The proposed development plan includes new construction and does not adversely affect existing dwellings.

*2. Seek a variety of housing options that blend with the character of the surrounding community.*

Response: The housing proposed is appropriate given the context and high level of intense development existing in the vicinity. Any other housing type (single family) would likely be inappropriate. The proposed housing component allows for a variety of options including townhomes, flats, lofts, live/work and full service condotel options all of which will be of high quality in context with the surrounding community.

*3. Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.*

Response: The housing element is intended to support the live, work demographic expected in this area. The general plan recognizes the Scottsdale has fewer people per household and higher per capita incomes than the rest of the Valley; the housing proposed herein reflects this phenomenon.

*4. Encourage housing development that provides for “live, work, and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.*

Response: As previously discussed the project’s built environment is centered around the live, work, play concept and provides additional support to the employment core.

*5. Encourage the investment of resources and use of existing and future tools to promote the revitalization of*

*Scottsdale's older neighborhoods and adaptation of dated housing stock.*

Response: While the airpark is an older area there is no apparent need to revitalize older housing stock since there is none in the immediate area.

*6. Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.*

Response: The mixed-use concept supports special needs by located necessary good and services within easy and convenient access to residents and workers. Transportation services are located at arterial penetrations to make mobility easier for all groups.

### iii. Neighborhoods

*1. Enhance and protect diverse neighborhoods so they are safe and well maintained.*

Response: The project represents an activity node intended to serve other needs of the community and the employment core. The Property is inappropriate for detached single family housing. This project will consist of a new neighborhood maintained by a Master Property Association for safe enjoyment by all.

*2. Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.*

Response: The airpark has been recognized, as Downtown Scottsdale has been previously, as needing a land use policy to revitalize and sustain the area and character of Scottsdale. Redevelopment of the Property as proposed achieves this goal by perpetuating Scottsdale quality of life and aesthetics in the built environment, preventing the physical decline and possible

deterioration of the a gateway property at the airport and generally matching or exceeding the vitality of the area seen in the Kierland Commons project built in the City of Phoenix.

#### D. Open Space

This guiding principle address city and community wide aspirations of maintaining Scottsdale's meaningful open space heritage and desert preservation.

##### i. Open Space and Recreation

*1. Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.*

Response: The redevelopment of an existing site in itself helps to protect undeveloped, natural environments. The character of the proposed development, like the existing employment character, utilizes landscape open spaces and pedestrian elements to interject meaningful, accessible open space. Substantial perimeter landscaping and separate pedestrian trails create a traditional landscaped setting.

*2. Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the city's commitment to leadership in environmental affairs.*

Response: This goal typically applies to larger parcels of land in the context of master planning. At 23 net acres the proposed open space plan consists of landscaped set-backs, courtyards and pedestrian paths consisting of environmentally appropriate landscaped open space areas and courtyards.

*3. Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.*

Response: This goal is specifically related to the McDowell Mountain preserve and is unaffected by this request. Although significant new sales tax revenue will be generated by this project and will directly support this effort.

*4. Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain and operate regional facilities that are available to people who live, work or visit the City of Scottsdale.*

Response: This project will take full advantage of this amenity and represents an opportunity for each of the bordering City's to broaden their interplay.

*5. Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.*

Response: This project will be subject to impact fees, assessments and tax liabilities, some of which may be earmarked for recreational facilities and services by the City.

*6. Cooperate with and support the school districts that serve Scottsdale to be able to continue access to school sites and facilities for suitable, safe, and consistent recreational use and enjoyment.*

Response: In the absence of a school site being conveniently located to the Property and the type of residential housing proposed herein, this goal appears inapplicable.

*7. Provide attractive, well-maintained community recreational and park facilities that serve the entire community.*

Response: The site is not identified on the parks or trails plan as being all or part of a park site.

*8. Provide access to educational, recreational, and cultural services for all residents.*



Response: The core area appears to enjoy the benefit of the facilities outlined in the general plan. As a redevelopment/infill project no substantial public educational, recreational or cultural are required by the general plan (public art will be provided).

## ii. Preservation and Environmental Planning

1. *Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.*

Response: Mixed-use density within this core area provides housing and employment opportunities that might otherwise be contemplated on lands targeted for preservation.

2. *Enhance the quality of life in Scottsdale by safeguarding the natural environment.*

Response: Redevelopment indirectly supports preservation of the natural environment by creating housing and commercial opportunities in previously developed areas.

3. *Achieve a sustainable balance between the conservation, use and development of Scottsdale's natural resources.*

Response: The land use element of this narrative describes the benefits of both the mixed-use development and its' relationship to the airport relative to conserve natural resources like fuel by promoting alternative modes of transportation.

4. *Reduce energy consumption and promote energy conservation.*

Response: Elements of the City's Green Building Program are anticipated to be incorporated into the development of this project.

5. *Conserve water and encourage the reuse of wastewater.*

Response: We will adhere to the City's requirements.

6. *Ensure the quality of our groundwater and surface water supplies*

Response: The Dial Research Center presumably had no adverse affect on ground or surface water. Similarly the proposed project will not adversely affect ground and surface water.

7. *Promote local and regional efforts to improve air quality.*

Response: The live, work, play, mixed-use model that this application reflects has demonstrated that vehicle trips will be reduced by the arranging the land uses as proposed herein. A correlating improvement in air quality would be expected.

8. *Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable, and renewable materials.*

Response: While the existing improvements on the Property do not incorporate the elements and construction materials contemplated by this goal, alternative materials and construction techniques will be discussed during the architectural design phase.

9. *Protect and conserve native plants as a significant natural and visual resource.*

Response: Significant native vegetation is not currently present on site; however a desert landscape pallet may be incorporated as part of the landscape planning.

*10. Encourage environmentally sound “green building” alternatives that support sustainable desert living.*

Response: Low impact building materials and energy efficient materials including low use water fixtures can be incorporated during the design phase to help this project preserve natural and environmentally sensitive resources. Again, it is intended that the project will participate in the Scottsdale Green Building program.

E. Seek Sustainability

i. Cost of Development

*1. Present quick tabular and graphic analyses and reviews to city elective and appointive bodies and the general public by using fiscal impact modeling.*

Response: See land use impact analysis attached.

*2. Assign a staff liaison from each city department to participate, on an as-needed basis, with the primary management team of a fiscal impact model.*

Response: This is at the city’s discretion versus the applicant.

*3. Conduct city department evaluation, planning, and budgeting for existing and future levels of public service operations and the development of infrastructure and capital facilities by the use of fiscal impact modeling.*

Response: See response above.

ii. Growth Areas

*1. Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.*

Response: As a redevelopment product and being located in a previously defined character area (airpark employment core) this application has only an indirect effect of future growth areas by intensify development in an existing core versus expansion into the growth areas.

*2. Make automobile, transit and other multimodal circulation more efficient.*

Response: The Property is not located in a designated growth area but does achieve this goal in the context of the airpark employment core.

*3. Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.*

Response: See the above response.

*4. Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.*

Response: While outside recognized growth areas existing infrastructure is utilized by this redevelopment project.

*5. Identify legal mandates and policies concerning future growth, development, revitalization, redevelopment, and expansion of public infrastructure and facilities, services and crime prevention within the municipal boundaries.*

Response: This particular goal and approach does not appear to apply either to the existing land use or the proposed.

*6. Integrate public (civic) art into the visual character of designated growth areas.*

Response: This is not applicable as it relates to growth areas but public art will voluntarily be incorporated into this redevelopment project.

*7. Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.*

Response: N/A

### iii. Public Services and Facilities

*1. Establish and maintain an innovative, sustainable solid waste collection, recycling, and disposal delivery system for present and future generations.*

Response: This development will participate in the City's solid waste and recycling systems. Cost associated with these services are reduced by combining land uses at the appropriate densities as proposed in this development.

*2. Protect the health, safety, and welfare of the public from the impacts of flooding.*

Response: This property is not within a designated flood area.

*3. Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for Scottsdale citizens, visitors, and businesses.*

Response: Utility coordination, under grounding and beatification will be addressed in the infrastructure design phase.

*4. Develop strategies to place the library in a position to respond to future challenges brought on by the information age, social and economic forces and people's lifestyles.*

Response: Technologically speaking, the development will, during the construction phase, install the necessary technology

infrastructure needed to connect to information technologies. These improvements will include potential WiFi sites, dedicated voice and data transmission lines and remote signally capabilities associated with “smart houses”.

*5. Partner with other jurisdictions and agencies to achieve maximum efficiency in city service delivery.*

Response: As a result of sharing a common border with the City of Phoenix, emergency services are available from both municipalities as dictated in the prevailing inter-governmental agreements and shared dispatching capabilities.

*6. Provide an integrated system of services, resources, and opportunities to help Scottsdale residents of all ages improve their lives, the lives of others, neighborhoods, and the total community.*

Response: The sales tax, lodging tax, property tax and development impact fees estimated to be generated by this project is calculated to be in excess of \$3,000,000 annually, with portions of the proceeds benefiting the myriad programs intended to accomplish this goal.

*7. Provide a safe environment for all Scottsdale citizens, visitors, and private interests by alleviating physical risks that may be encountered in the normal operation and development of the community.*

Response: The proposed development recognizes the significance of safety related to the operations of the Scottsdale Airport. By mitigating against aircraft sound level, disclosing the airports location and operations and by using appropriate roof plans, lighting and signaling devices, the project will support the airpark without hindering its' operations.

*8. Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational, and maintenance needs of the community.*

Response: No City facilities are associated with this development.

*9. Design public buildings and improve aesthetics of public buildings and facilities to increase appeal as community gathering spaces.*

Response: The architecture and public spaces of the various buildings in itself will be public art as the developer is currently interviewing world-renowned architects to join the design team.

*10. Provide recreational opportunities to meet the needs of all areas of the community through public facilities.*

Response: While not a “linear park” much of the landscaped open space should feel and function in a park like manner only on a smaller scale.

*11. Coordinate with the School Districts that serve Scottsdale to plan for and secure school sites and facilities for the delivery of the best elementary and secondary educational programs achievable for the school-age children of the community.*

Response: The appropriate schools districts will be contacted to determine the specific impact of the residential component. As previously mentioned, Scottsdale has the lowest household occupancy in the Valley which would apply to school age children as well.

*12. Ensure renewable, long-term water supplies for the community.*

Response: As an infill/redevelopment project, existing water delivery systems should be sufficient to service the development. A water needs assessment will be filled with the zoning case to accompany this request.

*13. Encourage the conservation of water and the reuse of wastewater.*

Response: This goal and approach applies to extending water distribution into undeveloped areas without the ability to reclaim the same. This does appear to relate to the area in which the Property is located.

*14. Meet or surpass all applicable water quality standards for domestic, commercial, and industrial uses.*

Response: This goal and approach applies to the City's water quality requirement. The proposed development does not produce contaminants enumerated in the Safe Drinking Water Act and therefore contributes to the City's ability to provide safe, federally compliant potable water.

## F. Advance Transportation

### i. Community Mobility

*1. Protect the function and form of regional air and land corridors.*

Response: The land corridor abounding the Property is already well established and offers an existing 'backbone' of design elements intended to protect and enhance the corridor.

Varying materials could provide traffic calming. Expansive landscaped streetscapes will both announce a sense of arrival and provide the amenities necessary to promote the use of alternative modes of transportation.

*2. Protect the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.*



Response: The densities proposed herein are intended to support the local needs of residents by supplying retail goods and services within walking distance. The myriad goods and services intended to be offered with this project and that are existing at Kierland Commons creates a “one stop shopping” opportunity that reduces trips and provides the benefits associated with reduced vehicle miles traveled.

3. *Promote regional diversity and connectivity of mobility choices.*

Response: The mixed-use nature of the project reduces the demand on regional systems intended to connect people to core areas. Alternative modes of transportation are encouraged and integrated into the proposed circulation element.

4. *Prioritize regional connections to safely, effectively and efficiently move people, goods, and information beyond the city boundaries.*

Response: The airpark area itself is not closely located to regional transportation systems like SR 101. Customarily employment centers have a closer relationship to these systems. The introduction of residential land uses proposed in this application increases the efficient movement of people by locating them close to employment opportunities while potentially relieving trips on the regional transportation networks.

5. *Relieve traffic congestion.*

Response: The live, work, play conglomeration of uses proposed herein relieves unnecessary trips beyond the boundaries of the development. The pedestrian linkage between this project and Kierland Commons further reduces automobile trips.

6. *Optimize the mobility of people, goods, and information for the expected buildout of the city.*

Response: As a redevelopment/infill development, the project already enjoys access to various forms of inter-modal transportation. The addition of mixed-use land patterns at the appropriate density and intensity benefits the City by taking full advantage of the transportation network.

7. *Maintain Scottsdale's high aesthetic values and environmental standards in the city's transportation system.*

Response: The Development Review Board will aid the developer during the site plan review process. The pedestrian circulation element will include elements for safety and comfort, including intermittent covered and tree lined sidewalks, "people places", designated crossings and landscaped buffers between arterial streets and sidewalks.

8. *Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.*

Response: The project takes advantage of two major arterial streets to link the community to surrounding transportation systems. Transit shelters will be provided as deemed necessary by the city and the developer to complete the link.

9. *Protect neighborhoods from negative impacts of regional and citywide networks.*

Response: The entire project has been designed to place the appropriate land uses in the proper locations on the site. Residential uses are buffered by active and passive land uses while a network of interconnected streets and sidewalks provide access. Consolidated, below grade parking promotes non-vehicular mobility throughout the core.

*10. Encourage a diversity of links between neighborhood systems and with citywide and regional systems.*

Response: A strong linkage is proposed between this project and the existing Kierland Commons development. Mass transit opportunities exist on Scottsdale Road and alternative modes of transportation are being explored between the development and the airport.

*11. Provide opportunities for building “community” through neighborhood mobility.*

Response: The live, work, play concept is built first on complimentary land uses and how they are inter-related in the built environment. The site plan accompanying this request provides elements creating neighborhood mobility.

*12. Recognize the diversity of neighborhoods throughout the city and their different mobility needs.*

Response: As indicated in previous responses, diversifying land uses within the airpark employment core i.e., residential, entertainment, tourist, creates an environment where the core is self sustaining and less dependent on automobile trips.

### **III. Conclusion/Summary**

The Property, currently improved with Dial Corporation research facilities, is within an as yet unidentified sub-area of the Scottsdale airpark. Due in large part to the expansive mixed-use development across the street in Phoenix and the nearly 3,200 acres earmarked for future mixed-use development on Phoenix’s General Plan, Scottsdale’s Strategic Planning Team identified in their White Paper issued in December 2004 the

immediate need to “revisit” the predominant zoning in the area to compete with the Kierland, Desert Ridge and Paradise Ridge PCD’s.

In response to the City’s proactive planning, this request seeks to amend the general plan land use designation of the Property from Employment to Mixed-Use. Both these land use categories support many of the same zoning districts. In fact, the site under its’ existing general plan designation and zoning could be developed with over 600,000 SF of I-1 uses which include many of the same uses contemplated in the redevelopment plan. This request allows for a more orderly, process driven development of the site intended to support both the airpark employment core and greater sub-urban district being creating within the boundaries of the City of Phoenix.

The traditional method of physically integrating residential and commercial land uses is employed to create a full-service neighborhood village intended to reduce vehicular trips, provide goods and services on a local scale, promote tourism in the airpark area, take advantage of existing utilities and infrastructure, prevent the Property from falling into disrepair and to recapture the quality and character of Scottsdale currently being coveted by development on the opposite side of the City’s namesake street.

This request will be supplemented by applications for rezoning, design review and a host of basis of needs reports, all demonstrating the appropriateness of this request and the overwhelming benefits to the City.